

# Events in a More Complicated World

October 2020

# Objectives

- Raising the profile of the area
- Attracting higher footfall / increasing dwell time
- Hotel stays, restaurant bookings and public transport usage
- Community engagement
- Boosting local pride
- Bringing communities together

# Council Role

- Support others to deliver events
  - Approve external event organisers using our land
  - Provide support to the Independent Safety Advisory Group (ISAG)
  - Fund major events
  - Deliver our own events
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- Budget of £68,000
  - 1.5 fte staff

# Examples

- Middlesbrough Mela
- Orange Pip Market
- Discover Middlesbrough
- Animex
- Christmas Events (Reindeer Parade & Light Switch On)
- Armed Forces Day
- Nagar Kirton
- 10km / 5km
- One Big Weekend

# 2020

- Big plans – especially around Orange Pip
  - Building relationships with sponsors and funders
  - Political push for more high profile events
  - But....
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- Covid -19

# Challenges

- Social distancing
- Bubbles
- Prolonged retail closures
- Hospitality businesses closed or limited
- Arts organisations struggling
- Funders budgets cut
- Sponsors disappearing
- Uncertainty over future restrictions
- Uncertainty over future public confidence
- Cancellation costs
- Abortive costs

# 2020/21

- All events cancelled so far
- Christmas programme focusing on movement rather than gathering
- No future programming commitments
- Avoiding abortive costs

# Questions

- How can we boost the town centre without encouraging gathering?
- How can we plan for 2021/22 with no certainty?
- Will people attend future events without fear?
- Will we be allowed to hold events?